

Candy Bar Gazebo

Issue 33, Winter, 1991

The Confectionery Goodies Journal

(Dr. Stephen Sheppard collection)



CHOCOLATE AT THE COLUMBIAN EXPOSITION

The 1893 Columbian Exposition in Chicago was the World's Fair that put chocolate on the map in America. Of course chocolate had been in this country as an import from Europe and also as an American made product, but basically only in bon bon form. The machine-made chocolate bar hadn't appeared as an American product yet, but Walter Lowney of Boston, Massachusetts was exhibiting at this fair some handmade chocolate bars at his pavilion, shown above. (continued on page 3)

This concludes the Callard & Bowser radio commercials done by John Cleese, the British humorist. Script courtesy of Callard & Bowser.

"Hello - um - look, there's some frightfully good, rather sophisticated English candy now being sold in the U.S. of A., and it's terribly popular among the upper classes here in England, so please try some. It's called Callard and Bowser candy.

And it's butterscotch and toffee, and the toffee comes in seven exciting new flavors: raspberry, ovalgheen, smoky passion fruit, mackerel, pork and prune, lamb and banana, and the flavor of the month, liver, tangerine, and raccoon. A new taste sensation - uh - I'm sorry, those aren't the flavors at all. I, I made them up. It was just a cheap trick to catch your attention, and I'm very, uh, ashamed of myself because the real flavors are perfectly sensible and quite delicious and rather sophisticated because Callard and Bowser candy isn't quite as sweet as ordinary candy, so it appeals to rather sophisticated, urbane, educated people who wouldn't like silly publicity stunts about liver, tangerine, and raccoon flavored toffee at all!

So, please forgive me and completely ignore this commercial. Forget all about it, and simply try some of Callard and Bowser's candy, and I promise not to be naughty again!"

EDITORIAL

Candy Bar Gazebo is going into its ninth year and is stronger than ever. Gazebo has a new tagline, "The Confectionery Goodies Journal," as it now includes confectionery goodies other than candy bars.

Starting with the next issue, Gazebo will carry the feature, "The First American Rocket Program," the first in a series of recollections of growing up in the 1930s, with candy being of prominence. In this issue, "The South Boulevard Alley Cats," will introduce the cast of characters.

Also featured in the next issue will be an article on the flamboyant entrepreneur of the Curtiss Candy Co., Otto Schnering. Schnering was the president of Curtiss, and his advertising stunts really established the candy bar in the eyes of all America.

Believe it or not, but new candy bars and related products are appearing in the United States at a rate of more than one a day! What accounts for this? The many new entrepreneurs and small and large candy producers spread throughout the United States. In the year 1991 alone, Candy Bar Gazebo's tasting staff expects to sample more than 400 bars new to it.

Candy Bar Gazebo is published quarterly by Ray Broekel. Publication of articles therein dependent on approval of the editor and availability of space. No paid advertising is taken.

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Subscription rate - U.S. \$15.00 per year. Foreign, \$23.00 per year.

Back issues of Candy Bar Gazebo, if not out of print, available at \$5.00 each. Rates for more than one issue available - write.

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(continued from page 1)

The J.M. Lehmann Company of Dresden, Germany, had chocolate-making machinery on display. From Switzerland Russ-Suchard & Co., exhibited samples of their chocolate as did Amadee Kohler & Fils. And, of course, Stollwerck of Cologne, Germany, had its monstrous statue of Germania which contained 30,000 pounds of chocolate in the structure. (see previous issue of Gazebo.)

The Walter Baker & Co., Dorchester, Massachusetts, had its own exhibition building at the Exposition. One of the pamphlets available at the Baker Exhibit was "Choice Receipts" (the then spelling of the word recipe) by Miss Parloa. This item was again republished in 1926 as "Choice Recipes" and contained chocolate and cocoa recipes. Baker didn't get into bar making until years later.

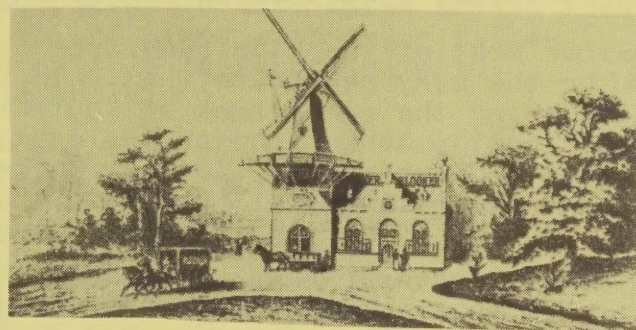
The Lowney building had the words, "Chocolate Bon Bons" as a header. The many visitors to the building convinced Lowney to stay with the making of bon bons rather than getting into machine-making candy bars until years later.

Coming from Holland was Blooker's original windmill that had been built in 1806 at Amsterdam, Holland. It was transported en toto to the Exposition where Booker's dutch cocoa, cocoa liquor, and cocoa butter were exhibited.

Dr. Stephen Sheppard, Riverdale, NY, has supplied all the photos on this page from his extensive collection of The Columbian Exposition Memorabilia materials he has assembled. Various catalogs listing different exhibitors at the Exposition in Dr. Sheppard's collection provided information about the various chocolate makers in attendance.

The fair had exhibits other than educational, too. One featured Karl Hagenbeck of Hamburg, Germany, who had a wild animal act - a horse being ridden by a lion, and a tiger riding an elephant.

And one of the bigger hits was one of the midway shows - Fahreda Mahzar Spyropolos danced the hootchy-kootchy, or belly dance, and was better known as Little Egypt!



INTRODUCING THE SOUTH BOULEVARD ALLEY CATS

(Editor Ray Broekel was one of the bunch of these 1930s characters for real.)

There really was a bunch of kids who called their neighborhood baseball team the South Boulevard Alley Cats. The team operated in the 1930s. Members on the team came from Seward Street, Asbury Street, and South Boulevard in Evanston, Illinois. Most of that section of Evanston was open, undeveloped land in those days. In much of the area only a house or two was sprinkled here and there.

Between Asbury and Dodge Streets a large apartment complex had been started just before the stock market collapse in 1929. All the sidewalks were in place, but that was all, because the developers lost their shirts. Consequently that area of the neighborhood was weed-infested and nothing more than a haven for millions of garter snakes who found the high-standing sidewalks elegant places under which to burrow. Unless someone was in the mood to play St. Patrick to rid Evanston of the snakes, the South Boulevard bunch made that part of the neighborhood pretty much off limits.

Since most of the kids came from South Boulevard, the team was nicknamed after the many real cats that held nightly sessions on top of the fences bordering the alley back of South Boulevard. And most of the kid neighborhood action took place on the empty lot on the corner of Asbury and South Boulevard, a two-acre lot where the kids had constructed their own baseball (hard ball) field, all child labor, no adults involved.

Life pretty much revolved around action after school depending on the season as to which sport was played. The favorite off-baseball season sport was street hockey played on roller skates. South Boulevard was an extra-wide cement paved street, so provided an excellent skating surface for the primitive shoe-attached skates of the day. When the front clamps let loose, or the ankle straps let go, you were liable to take a nasty spill, emerging with scraped knees, gashed arms, cracked elbows, loose and missing teeth, and jaws with flaps and strips of skin hanging loose. Iodine and mercuriochrome bottles were in constant demand whenever a street hockey game was in progress.

Somewhat saner and less life-threatening action took place on the ball field in spring, summer, and early fall, where skinings from slides into second and an occasional bean ball that made you woozy - that was about it unless you cracked a finger or two by catching the ball the wrong way. If that happened you promptly wrapped white adhesive tape around the swelling. Black friction tape was never used for this purpose as it was basically reserved for cracked bats or coverless baseballs.

And even though this was The Great Depression, kids still managed to spend a penny here, a nickel there for such treats as penny candy, 1¢ and 5¢ candy bars, Popsicles, and Good Humors. That was during the 1930s when life was simple for a nine-year-old.

(Next issue - The First American Rocket Program)

OLD TIME TADBITS

Jig Saw Crunch was a popular seller in 1933 for the Walter H. Johnson Candy Co., Chicago. It was a 5¢ peanut bar in a transparent wrapper, and each bar also contained one of twelve different puzzles - miniature jig saw.

In 1931 the York Cone Co., York, PA, started its fall campaign for its Honey Nut candy bar - a 5¢ bar that consisted of a chocolate-covered honey and nut center piece.

SPANISH CHOCOLATE

(The following article is reprinted with permission from Spain Gourmetour. This excellent magazine covers food, wine, and travel in Spain and is written in English. The author of the article, reproduced in part, is Luis Palacio.)

Chocolate originated in Mexico. Chroniclers of the conquest of New Spain recount how, through their contact with the Aztec Indians and their food and customs, the Spanish conquistadors first sampled the drink which the natives called tchocolatl. But, except for the fact that they both share the same basic ingredient, cocoa, tchocolatl in its original form was very different from the chocolate we know today. Tchocolatl was a bitter, peppery beverage which the Aztecs drank during their religious celebrations, a foaming liquid which brimmed from golden goblets and which the first Spaniard to taste it found highly disagreeable.

Nevertheless they were to adopt and adapt it. Ironically, the Aztecs' holy beverage was transformed into something far more sybaritic by Spanish nuns in their convent at Oaxaca, or Guajaca. There, cocoa made its first moves in the direction of modern chocolate. Ground up and mixed with sugar it became the basis of the sweet drink far more acceptable to European taste, that was to create a sensation back in the Old World.

Although Christopher Columbus saw cocoa beans for the first time in 1502, during his fourth voyage to the New World (they were used as currency by the American Indians), it was to take a while for them to be sent back to Spain. Documents exist recording a shipment being made to Charles I in 1525.

Not only did Spain enjoy a monopoly of the trade in cocoa from the American colonies; it also managed to keep the formula for making the new product secret for a whole century.

Of the story of chocolate during those hundred years, little is known except for the emergence of a great debate about whether it should be described as a food or a drink. This had its relevance for Roman Catholics for whom fasting was obligatory on certain days of the year. The question was taken to the highest authority, Pope Pius V, though even he seems to have been unable to issue a definite ruling on whether chocolate could technically be said to break the fast or not.

By the 17th century Spain was having to struggle to maintain its monopoly of trade with the Americas. Meanwhile the Spanish monarchy was entering into closer contact with the other royal courts of Europe and these two facts in combination caused chocolate to become gradually more widely known and much in demand.

Some years earlier, in 1595, Florentine trader Antonio Carletto had taken the first cocoa to Italy. However, it was not really to take off outside Spain until it was served in the elegant Parisian setting of the wedding of Louis XIII to Anne of Austria, daughter of King Philip III of Spain, in 1615, after which it became all the rage among the French well-to-do. Interestingly, the French preferred a more liquid version than the Spanish who liked their hot chocolate as thick as possible.

In its best-known form, as a drink, chocolate was a basic component of the agasajo, a snack that was served to guests and usually included crystallized fruits, little sponge cakes, marzipan, and the almond-based sweet known in Spain as turrón.

According to Englishman Richard Ford in his book, Gatherings from Spain (1830) chocolate for the Spanish was what tea was for the English and coffee for the French.

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The oldest of Spain's current chocolate manufacturing companies is Cordoba's Hijos de Hipolito Cabrera, founded in 1760. But most of the manufacturers who make up the industry today date from the 19th century. Among these are companies such as Alfredo Reig, Chocolates Torras, Trapa, Industrias Herminia, Chocolates Valor, Lacasa, and Bombonera Vallisolerana.

While Spanish chocolate makers assimilated the techniques for improving the processing of cocoa and manufacturing chocolate developed within Spain, they also absorbed advances made in the rest of Europe after chocolate production had spread throughout the continent. Spain can claim the first mechanized manufacture of chocolate, achieved in Barcelona in 1777. By the 19th century, efforts were being concentrated on refining the product. In 1875, Swiss chocolate maker Daniel Peter added milk, thus creating milk chocolate. German Johannes Van Houten had already developed a method of making cocoa butter which would later provide the basis of filled chocolates. Another Swiss, Amadeus Kohler, was the first to add dried fruit and nuts to chocolate bars.

At present there are fifty chocolate manufacturers in Spain, not counting those whose output is entirely hand-made and, by definition, small-scale. Of the companies which qualify as modern, just under half have production figures of over 1,000 tons.

(Palacio's article appeared in the #24, 4th quarter, 1990 issue of Gourmet.)

NEWS TADBITS

In Patrick McManus's book, The Grasshopper Trap, 1985, Holt, Rinehart and Winston, the author says - "...the resort owner, whose wife, joining in the fun over my take of two measly fish a day, told me her secret to catching the really big ones was to bait the hook with a piece of Bit-O-Honey candy bar."

Sharyn McCrumb, If Ever I Return, Pretty Peggy-0, 1990, Charles Scribner's Sons, says, - "Spencer had been on his way home with half a sackful of Tootsie Rolls, jelly beans, and Double-Bubble."

In an August, 1991, issue, USA Today, was the report that an Australian scientist had discovered a protein that, when added to chocolate and other sweets, helps prevent tooth decay. It prevents decay and repairs teeth by replacing calcium phosphate destroyed when sugar is converted to acid in the mouth.

Reminisce magazine, Sept/Oct 1991, carried an article on the two women who first played the "Doublemint Twins" to help advertise Wrigley Doublemint gum. It was back in 1939 when it all happened, and Marie and Mildred Maier, sisters who played the part of twins kicked off that first campaign that's still going strong today (but with different "twins, of course).

The New York Times in late August 1991, carried a short article on Cole Porter, the famous composer, and his love for Arnold's Fudge of Arnold's Candies of Peru, Indiana, his home town. Candy Bar Gazebo carried an article on Arnold's a few years back, and also mentioned the Gold Brick candy bar, made by Arnold's, but only available in the Peru vicinity.

Color photocopies of some 1940s candy bar wrappers have been provided to By Any Means Necessary Cinema, Inc., Brooklyn, NY, by Candy Bar Gazebo. The photocopies will be used to make simulated candy bars of the times for a scene in producer Spike Lee's current movie production, Malcolm X.

The person who trained and taught me the candy business was Edward "Brach" Robinson. He started with E.J.Brach & Sons in Omaha, Nebraska, in 1925. In those early days, most non-bar candy was sold in bulk pails. Ed's quota was five pails a day. He had a deal with Sam Steinberg at the Omaha Potato Market to take any unsold quota each day. Because of this deal with Sam, Ed always sold his quota.

Ed's wife, Lida, was a partner in all of his Brach activities: she handled the telephone plus all of his correspondence (her background was a legal secretary); she frequently traveled with him, particularly if there was extensive customer entertaining to be done or a convention to attend. Also, she was a gracious hostess to customers, salesmen, and spouses at their impressive home on Elmwood Drive in Omaha.

Ed was Brach's Western Division Manager when he hired me after several interviews at the Brown Palace Hotel in Denver during December, 1959. His biggest concern in hiring me was the company's rule concerning nepotism. It seemed that Bob Wells, Division Manager in California, was my aunt-by-marriage sister's son. Eventually, Edwin Blomquist, a senior vice-president, decided in my favor and I was hired.

After working as a detail man for a year and a half in Colorado, Wyoming, New Mexico, Kansas, Missouri, Iowa, and Nebraska, Ed promoted me into a territory. Based in Omaha, I covered the northern half of Nebraska, southern South Dakota, and several counties in western Iowa.

During the early sixties, Brach's western sales division had seven sales representatives plus a detail man: two worked out of Denver; one covered Montana, most of Wyoming plus eastern North and South Dakota; another traveled much of the state of Kansas from Topeka; the Kansas City salesman worked half of Nebraska; while I was in Omaha, operating from Ed Robinson's catbird seat.

Robinson ran interesting sales meetings. They were usually held at the Blackstone Hotel in Omaha. The thing to be avoided at all costs at these meetings was being either the "hero" or the "bum." The hero did everything right while the bum did everything wrong.

Four of us from this group of seven eventually retired from Brach during the 1980s or early 1990s. These people are Bob Wadley (Lincoln and later Denver); Walt Jorgenson (Billings, Montana); Bill Slagle (Topeka); and this writer, Al Smallman (Denver, Omaha, and later Seattle).

Robinson had two abiding interests other than Brach candy; one was University of Nebraska football; the other was politics. Ed was a Republican turned conservative Democrat. In Nebraska politics during the 60s and 70s he was one of the king makers. He helped the political career of a Lincoln office supply storeowner, Jim Exon, grow all the way to the Governor's mansion. And, since 1979, Exon has been a U.S.Senator from Nebraska.

In late 1970s, at age 70, Ed decided to retire from E.J.Brach & Sons to go into politics full-time. I was his heir-apparent as Division Manager and eventually succeeded him in 1971. Ed went on to become chairman of the Nebraska State Liquor Commission, the best political patronage job in the state at the time since the number of on-sale liquor licenses was limited by law. Therefore, licenses were bought and sold with the Commission acting as the arbitrator.

Today Ed lives in retirement in Omaha, blissfully unaware of his surroundings, a victim of Alzheimer's Disease. He is well taken care of by a team of dedicated nurses. Lida died in 1985.

(Al Smallman's next column will be about Frank and Helen Brach.)

**"YOUR HEALTH"
IN A CUP OF
LOWNEY'S
BREAKFAST
COCOA**

**Unlike
Any Other.**

Lowney's Cocoa is not like other Cocos; it is better. The flavor is better—full and delicious. It is absolutely a natural product; no "treatment" with alkalies or other chemicals in order to cheapen the process of making. No flour, starch, ground cocoa shells or coloring matter—nothing but the nutritive and digestible product of the choicest Cocoa beans. A trial will show what it is.

Sample Can (1/2 lb.) for 15 cts. in stamps.
THE WALTER M. LOWNEY CO.
Dept. C, BOSTON, MASS.




Nothing is so tempting to the refined taste in confections as

**LOWNEY'S
Chocolate Bonbons**

NO PRODUCT of the confectioner's art is so delicious or so widely known or so universally preferred. The choicest, most costly of chocolate, the purest cane sugar, the finest fruits and nuts and the purest extracts of real fruits and flowers—*nothing else*. And that is why they are world-famous and why more of them are sold than of any other superlative candies.

THE WALTER M. LOWNEY CO., BOSTON
Cocoa, Chocolate, Chocolate Bonbons



**RECEIPTS
FOR MAKING
HOME-MADE
BONBONS**

**LOWNEY'S
Medallion
CHOCOLATE**

A NEW PRODUCT
The most delicious of eating chocolate and the only preparation suitable for coating Home Made Candies.

AND
**LOWNEY'S
PREMIUM
CHOCOLATE**

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**LOWNEY'S
Vanilla Sweet
CHOCOLATE**





**LOWNEY BROS. & CO.,
FINE CONFECTIONERY,
Original Philadelphia Carroubels,
500 Washington Street, Boston**


**LOWNEY'S
MALTED
CREAM
CHOCOLATE**



**LOWNEY'S
TID-BIT
CHOCOLATE**



**LOWNEY'S
DIAMOND
CHOCOLATE**




**LOWNEY'S Premium
Chocolate**

It is made from carefully selected Cocoa. It contains no adulterants whatever; guaranteed the best chocolate made for all culinary purposes.

DIRECTIONS.—To one part of cooking milk or milk and water add one ounce of chocolate, stir until dissolved, reheat to serve. Boiling time five minutes improves flavor.

THE WALTER M. LOWNEY COMPANY,
Half lb. Full Weight BOSTON, MASS.



**LOWNEY'S
Medallion
CHOCOLATE**

Specially prepared and recommended for making Home Made Chocolate Bonbons



THE WALTER M. LONEY COMPANY

The Walter M. Loney Company started in the candy business in 1880 in Boston, Massachusetts. Walter Loney did exhibit his chocolate bon bons and his cocoa and caramels at the Columbian Exposition in Chicago in 1893. He also exhibited some hand-made chocolate bars for eating.

Chances are that Milton S. Hershey toured the Loney exhibit. Hershey also toured other chocolate exhibits at the fair and he saw the potential in machine-made chocolate bars whose main purpose would be for eating, not baking related products. But Loney didn't see the potential in eating chocolate even though he had produced some hand-made bars, so he didn't get into candy bars until later years.

In 1903 the Walter M. Loney Co. put out a booklet titled, Receipts for Making Home-Made Bonbons. The booklet contained numerous chocolate candy and caramel recipes and also carried advertising for various products Loney was now making such as Diamond Chocolate, a 1/4 pound "the best low-priced eating chocolate on the market"; Malted Cream Chocolate - "Not only a delicious confection, but a highly nourishing food preparation and peculiarly acceptable to invalids who are unable to retain or assimilate Cod Liver Oil preparations or other proprietary foods"; Tid-Bit Chocolate, Vanilla Sweet Chocolate, Medallion Chocolate - "the most delicious of eating chocolate and the only preparation suitable for coating home-made candies"; and Loney's Premium Chocolate.

The booklet had some interesting quotes on the food value of chocolate from eminent authorities of the times. Baron von Liebig, the famous chemist, said: "It is a perfect food, as wholesome as delicious; a beneficent restorer of exhausted power; but its quality must be good, and it must be carefully prepared. It is highly nourishing and easily digested, and is fitted to repair wasted strength, preserve health, and prolong life." (ed comment - Like wow!)

It wasn't until the end of World War I that Loney finally got into the candy bar business other than chocolate bars. One of the better known Loney bars was the Hey Eddie bar. Bonnie Pullo of Ipswich, MA, was one of the young ladies who worked for the company when it was located at 500 Washington Street in Boston. She remembers well working on the Hey Eddie production line and recollects the tin mouth whistle that was given away as a premium to each purchaser of this 5¢ bar.

Loney did make a number of different bars in the 1920s from the Boston, as well as a Mansfield, MA, location. Some of these bars were Big Bobbie, Chop Suey, Marshmallow, and Orange Brazil Nut.

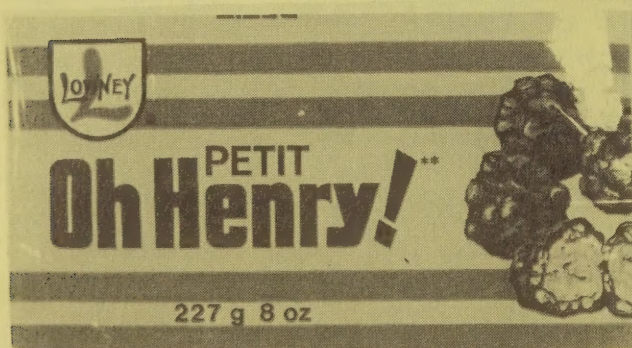
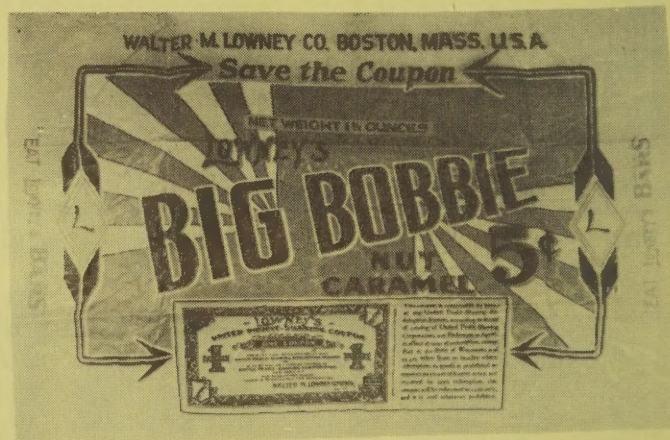
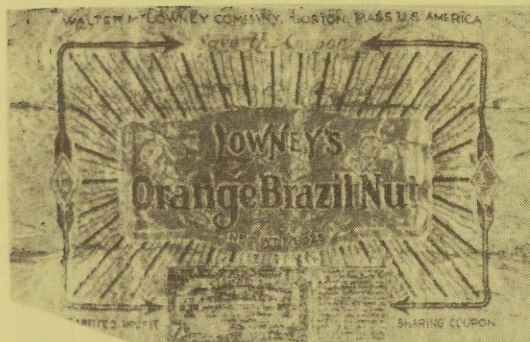
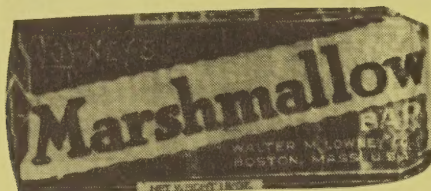
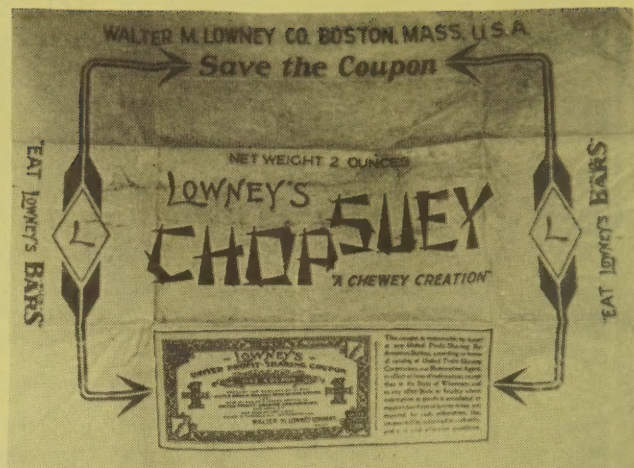
Some of these bars as well as other Loney products were sold in Canada by Edmond Littler. He had been one of the visitors to the Columbian Exposition and he became acquainted with Loney and his products. Suffice it to say that Loney products turned out to be much more popular in Canada than in the United States. And to keep up his supply of Loney products Littler had a warehouse built at the turn of the century to supply his already established sales office.

And in 1906 a manufacturing plant was built in Montreal by Littler and Loney. By 1924 Loney's had become a Canadian company. Loney joined Standard Brands Ltd., in 1967, and then became part of Nabisco Brands Ltd. of Canada. As Nabisco Brands such bars as Cric Crock, Oh Henry!, Eat-More, Caravan, Glossette, Arachides, By Cracky! and Peanut Butter Cups were turned out.

And in 1987 Hershey Canada, Inc., bought Loney from Nabisco to turn out bars such as Oh Henry!, which now is turned out in Canada under the Hershey name.

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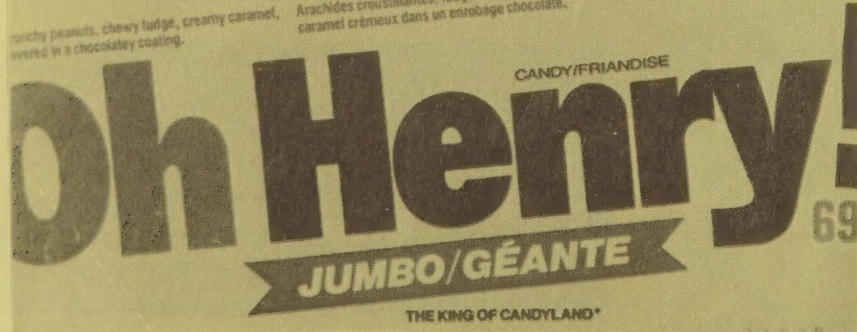


INGREDIENTS: SUGAR, ROASTED PEANUTS, GLUCOSE, MILK SOLIDS, MODIFIED AND VEGETABLE OILS, CHOCOLATE, LIQUID INVERT SUGAR, HYDROLYZED COCONUT OIL, DEXTROSE, LECITHIN, INVERTASE, MONO AND DIGLYCERIDES, SALT, ARTIFICIAL FLAVOURS AND COLOUR.

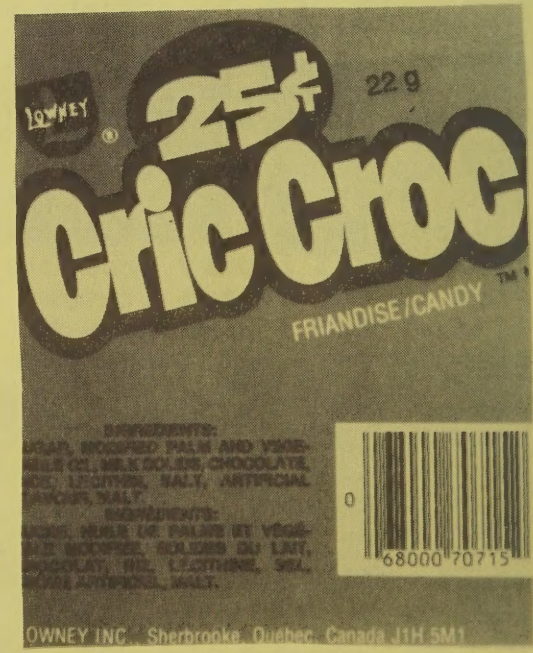
INGREDIENTS: SUCRE, ARACHIDES GRILLÉES, GLUCOSE, SOLIDES DU LAIT, SUIVE DE PALME ET VÉGÉTALE MODIFIÉE, CHOCOLAT, SUCRE INVERTI, HUILE DE COUPAN HYDROGÉNÉE, DEXTROSE, LÉCITHINE, INVERTASE, MONO ET DIGLYCÉRIDES, SEL, AROMES ET COULEUR ARTIFICIELS.

crunchy peanuts, chewy fudge, creamy caramel, covered in a chocolatey coating.

Arachides croustillantes, fudge moelleux, caramel crémeux dans un enrobage chocolaté.



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Hershey Foods Corporation
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INGREDIENTS:
VEGETABLE OIL, MODIFIED PALM AND VEGETABLE OIL, MILK SOLIDS, CHOCOLATE, SALT, LECITHIN, SALT, ARTIFICIAL FLAVOUR, SALT.

INGREDIENTS:
HUILE DE PALME ET VÉGÉTALE MODIFIÉE, SOLIDES DU LAIT, CHOCOLAT, SEL, LÉCITHINE, SEL, AROMES ARTIFICIELS, SEL.



THE BATCHELDER LETTERHEAD COLLECTION

Mary Batchelder, Grand Rapids, MI, is a collector. She has a most impressive collection of chocolate coins, books on candy, writes for a token collector newsletter, The Junk Box, and is starting a newsletter on candy. To top it all off, she has a magnificent collection of old confectionery company letterheads dating from the late 1890s through the early 1930s, many of which she has shared with Gazebo. Some of those letterheads are talked about in the following article, and more will be shown in the next issue.

Many different kinds of Tootsie Roll products were turned out by The Sweets Co. of America, NYC, which today is known as Tootsie Roll Industries of Chicago. Old Tootsie Roll items were Nut Tootsie Rolls, 5¢ Lunch Tootsie Rolls, 1¢ and 5¢ Butterscotch Tootsie Rolls, and 5¢ Molasses Tootsie Rolls.

Operating out of Brooklyn, NY, in the 30s was Mason, Au & Magenheimer Conf'y Mfg., now owned by Tootsie Roll of Chicago. That company turned out such candy bars as Mason Peaks, and a bar known as Silver Wings.

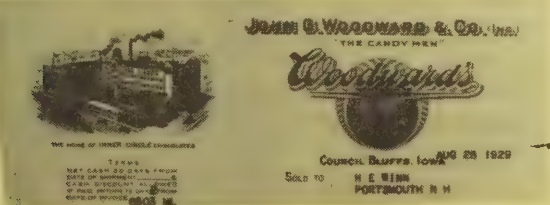
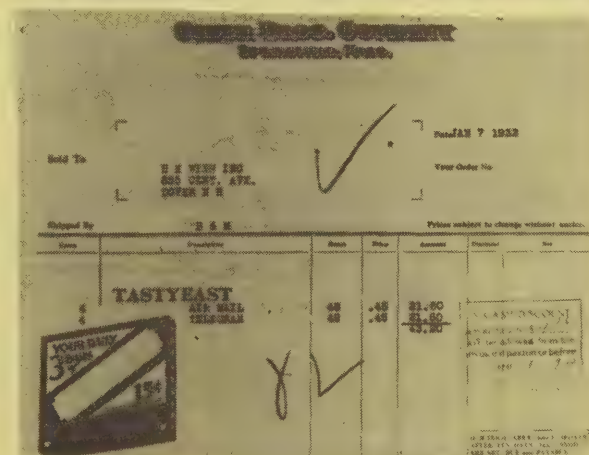
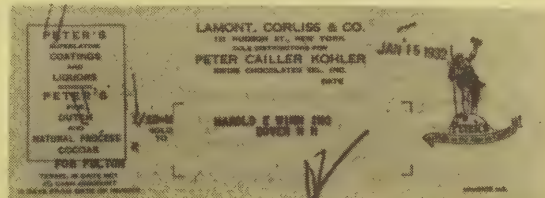
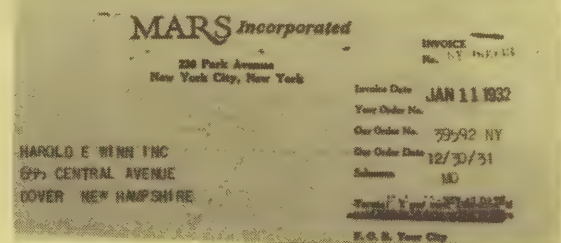
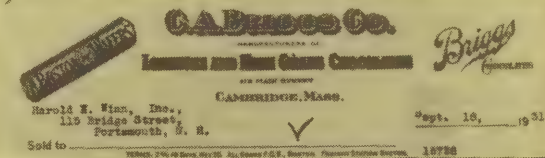
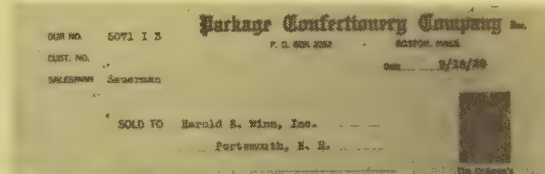
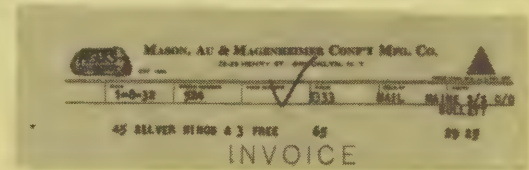
Turning out Rainbow Candy Wafer Rolls was the Package Confectionery Co., Inc., Boston, MA. Rainbow Wafers were known as "The All Year Item! Now Affected by the Hottest Weather." Package Confectionery is no longer.

Located in Cambridge, MA, The C.A. Briggs Co., also turned out wafers - Boston Wafers, and a product well known in New England states, the Needham chocolate covered coconut bar. The Briggs Co. was absorbed by another company, but the Needham is still being made.

Needhams were made by several different companies, but Seavey's, then located in Auburn, ME, Lewiston today, is the most consistent maker. Back in the 1930s some other Seavey products were Gypsy Nut Bars, Choc. Peanut Butter Sandwich, Fudge Bars, and Peppermint Patties. There were both 1¢ and 5¢ bars.

Mars Inc., of Chicago, had its New York City office on Park Avenue back in the 1930s. Popular 5¢ bars were Honey Almond, Snickers, Chocolate and Vanilla Milky Ways.

(concluded next page)



The collecting of Coca-Cola memorabilia has been a growing hobby in the last twenty years, with over 6,000 collectors now members of the Coca-Cola Collector's Club International, and probably four or five times that many additional collectors who do not participate in the club. Since Coca-Cola was first introduced in 1886, the company has used hundreds of forms of advertising to promote its product to keep the name at the forefront of soft drink consumers' minds.

Some of the more popular forms of collectible advertising are: trays, calendars, metal and cardboard signs, festoons, openers, playing cards, pocket knives, Blotters, coupons, etc., almost anything that was ever used for product advertising was used by Coca-Cola. But in addition to all the items used for advertising the drink, the Coca-Cola Company also allowed its logo (the script Coca-Cola) to be licensed to different companies to actually produce products other than the drink which could carry the Coca-Cola logo. One product was candy produced by the Startup Candy Company of Provo, Utah, which produced a Coca-Cola candy from about 1914 through about 1928. The author is still researching this product, and hopes to write about this product in the future for Gazebo. Any information any readers can supply will be greatly appreciated by the author.

A second product was Coca-Cola chewing gum produced by a succession of companies from 1903 through 1924 and is the subject that follows in the next issue of Gazebo. Both the candy and the chewing gum are some of the most sought after of all the Coca-Cola collectibles and fetch prices sometimes unbelievable. A single stick of gum will easily bring \$200 to \$250 to a serious collector; many of the cardboard advertising pieces can sell for several thousand dollars; a gum jar for around \$500; and a company letterhead \$150 to \$200.

An active ingredient of Coca-Cola chewing gum was pepsin, which was first introduced for commercial use by Dr. Edward E. Beeman, a Cleveland, OH, druggist. Beeman invented a pepsin compound powder, which he successfully combined with chicle in 1881 to produce the first "Pepsin Gum." Pepsin is an enzyme formed in the human stomach which help in the digestion of proteins. When not enough is formed the result is indigestion or dyspepsia. Commercially available pepsin is made from the stomach of cows, sheep, or pigs, and is used as an aid to digestion.

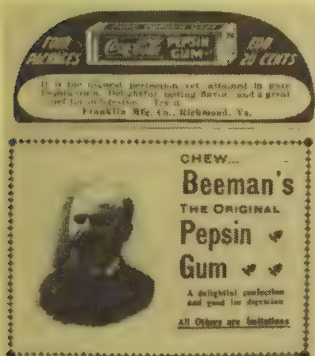
Dr. Beeman's first pepsin gum wrapper featured a picture of a pig (in maybe one of the worst merchandised moves in history - Ed. note: second only to Chicken Dinner's candy bar wrapper with the roasted chicken on it). Cleveland financier George Worthington stepped in and refinanced and reorganized Dr. Beeman's struggling and in debt company, took the pig portrait off the package and substituted a portrait of the good doctor. This picture remained on the gum package until 1955. Dr. Beeman, the first chewing gum millionaire, died in 1906.

(Left) An ad for Beeman's Pepsin Gum was in Everybody's Magazine, 1906 and 1907. It appeared right next to an ad for Coca-Cola Pepsin Gum!

Next issue: Cocoa-Cola Gum. All illustrations shown are from items in the author's collection.



(above) ad in Everybody's Magazine, 1904 -(bottom) same magazine, 1905 ad



A 1920s BROADSIDE

An old broadside from the 1920s was sent in by Thom Thompson, Lexington, KY. The advertising broadside said that by turning in 25 Mt. Cabin bottle tops to the Mt. Cabin Co. of St. Louis, MO, you could get 5 free candy bars - Walter's Combination Sandwich, Honey Nougat, Seward Nougat Bar, Seward's Curley Cue, and Walter's Coconut bar.

Thanks to the St. Louis Post-Dispatch, some information was uncovered that shed light on one of the companies, the F.D. Seward Confectionery Company of St. Louis.

Francis D. Seward, founder of F.D. Seward, came to St. Louis from Bloomington, IL, in 1882. He died in St. Louis in 1943. While in St. Louis he was a member of Dodge & Seward Confectionery Co, before becoming president of F.D. Seward Confectionery Co. The latter firm was merged into the National Candy Co.

The National Candy Co. was founded in 1902 in the fledgling years of the confectionery industry of the United States. And this combine of 15 separate small confectioners became the largest confectionery manufacturer at that time.

In 1946 the Chase Candy Co. of St. Joseph, MO, bought National Candy Co, which by that year was merged into the Clinton Co., the nation's third largest manufacturer of products from corn - mainly corn syrup used in the making of candy. The present day descendant of the Chase Co. is the Chase-Poe Candy Co. of St. Joseph, Missouri.


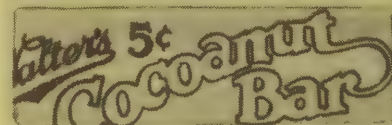
NEWS TADBITS

NWCA Quick, September, 1991, carried a piece on the state of the candy industry as reported in The New York Times. "Hershey and M&M/Mars together have about 70 percent of the market. Nestle follows with about 10 percent of confectionery sales! Candy bars account for about 40 percent of sales."

Mary Kittredge's Rigor Mortis, St. Martin's Press, 1991, a mystery about nurses - talks about the emergency room -- "Bell grunted in reply. His face was haggard, his eyes puffed and reddened, his clenched jaw shadowed with a day's worth of unshaven stubble. Forgotten in his shirt pocket by his pen was a Hershey bar he had not gotten a chance even to unwrap, much less to eat."

Reader's Digest via National Geographic reported that a team of Hershey Foods chemists has confirmed that the residue in an 1500-year-old Mayan vase at Rio Azul, Guatemala, was indeed chocolate. Epigraphist David Stuart identified a hieroglyph on the vase as the Mayan symbol for chocolate.

Cutting Edge, John Harvey, Henry Holt and Company, 1991 -- "Patel pushed his tongue up against the back of his teeth, trying to ease away the last remnants of Milky Way."

Boys and Girls.

This Is Your FREE Candy

1 Combination Sandwich	5c
1 Honey Plenty	5c
1 Nougat Bar	5c
1 Curley Cue	5c
1 Coconut Bar	5c

5 Bars of Delicious Candy--In A Box for You

For 25 Mt. Cabin
Bottle Crowns
In This Bag.

The Candy is Actual
Size and Quality
Shown Here

Get Your Candy FREE and Spend Your Nickels to Drink Mt. Cabin

The Mt. Cabin Co. St. Louis, Mo.

Nate Sloane has been in the candy business for 66+ years and still going strong. He started in the business while in high school and is remembered, among other things, as the president of the company that made the Charleston Chew! candy bar. As a change of pace his column this issue, albeit short, is the chuckle of the day.

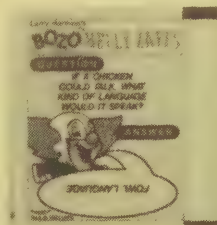
First Candy Man: "Business in March was the worst that I've ever seen at our factory. And to top that April was even lower than March."

Second Candy Man: "You think you've got problems. I just learned that my no good son-in-law was diagnosed as having Aids. What could possibly be worse than that?"

First Candy Man: "May!"

LETTERS FROM READERS

Mary Batchelder, Grand Rapids, MI, whose granddaughter recently won a bucket of Bozo Bubble Gum, sent along a wrapper for Bozo gum put out by Phoenix Confections, Northbrook, IL, and an article on Bozo from The Grand Rapids Press. Bozo T. Clown has been on TV in Grand Rapids for 25 years, Bozo being played by Dick Richards. Bozo was created for children's records more than 50 years ago, and has been on TV for more than 32 years. In 1954 Larry Harmon (the voice of Bozo) bought the rights and began his TV show in Los Angeles. Larry Harmon Pictures has trained over 200 others to play Bozo in other parts of the country. One of the trained Bozos other than Dick Richards was Willard Scott who has graduated onto being a weather man on TV.



Rog Christensen, Cedarburg, WI, reported that he has a collection of many old 5¢ candy bar wrappers of the 30s and 40s. Hope to hear more from Rog.

Lewis Sherman, Burlington, Canada, reports that he well remembers the old Fat Emma candy bar. He was formerly in the candy business in Haverhill, MA, as well as in Canada.

Bill Kelley, Goelitz Confectionery Co., N. Chicago, IL, would like to know something about the Richmond Candy Company, Richmond, IN, that existed around the turn of the century. There are family connections.

NEWS TADBITS

In Cat Crimes, Donald I Fine, Inc., 1991, in the short story, "Archimedes and the Doughnuts," by Gene DeWeese and Barbara Paul, the cat Archimedes -- "weakly lifted his head and started sniffing in the direction of the candy bar I'd left out. The cat had almost died of poison, and now he was ready to celebrate with a little Hershey's chocolate!"

The New York Times, September 20, 1991, reported that the Swiss business weekly, Schweizerische Handelszeitung said succession problems at Mars had bought family members to Switzerland to sound out Nestlé's chief executive on a possible takeover by the Swiss company (Nestlé S.A.). Both Mars and Nestlé denied merger talks.

NEWS TADBITS

A broadside from the 1930s for Tootsie Roll products had a free offer to retailers. Ellen Gordon, President of Tootsie Roll Industries, Chicago, said the company started in New York City in 1896. It moved to Hoboken, New Jersey, in 1938, where it remained until 1968. Then a more central location became necessary from the standpoint of distribution and accessibility to suppliers. That's why Chicago was chosen.



Popular **Tootsie** Candies
BUY THESE FROM YOUR JOBBER



Walter Mosley's A Red Death, W.W.Norton & Co., 1991, a mystery that takes place mainly in Los Angeles -- "We sat there staring at each other until Jesus came back. He brought three tubes of chocolate disks, Flicks they were called."

According to Candy Industry, September, 1991, Indonesia is becoming one of the largest producers of cocoa. About 100,000 tons are manufactured annually, and a new cocoa processing and chocolate confectionery plant is scheduled to be opened in 1993 in Medan, North Sumatra.

This has nothing to do with candy, but Andre Baruch, the radio personality of "The Shadow," died in September of this year. Baruch was the fellow who opened "The Shadow" by relating how Lamont Cranston went to the Orient and learned "the hypnotic power to cloud men's minds." Baruch became one of the first staff announcers for CBS in the early days of radio, and in the 1930s introduced big band concerts and soap operas such as "Just Plain Bill." His radio voice also enlivened broadcasts of the Brooklyn Dodgers and "Your Hit Parade." Baruch was 83. Lamont and Margo will miss you.

"Harper's Index" in Harper's Magazine, reported that the World's Record for the longest period of time a Life Saver has been kept intact in a human mouth is seven hours.



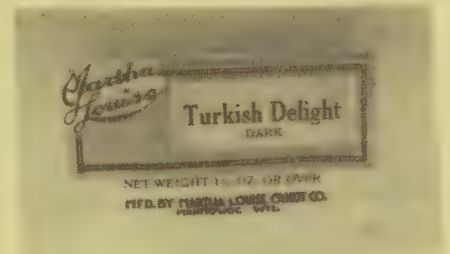
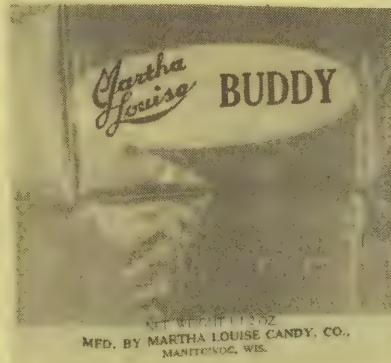
The Inside Collector, September, 1991, had an article that dealt with the vending machine collection of Richard Gelman. Pictured in the article were such vending machines as a Wilbur's Chocolate dispenser made by Champion, pat. 1899; an early Pulver machine that dispensed chocolate and Pulver gum. The article went on to say that Thomas Adams was the first to locate vending machines on the train platforms in New York City.

MARTHA LOUISE CANDY CO., MANITOWOC, WISCONSIN

The Martha Louise Candy Company was started in Manitowoc, Wisconsin, back in 1923. The starting family left Manitowoc in 1925, and a new owner took over, Joseph Zabler, who became president in 1926 and remained until 1930. That appears to be the last year for the company as apparently the stock market crash of 1929 saw its demise.

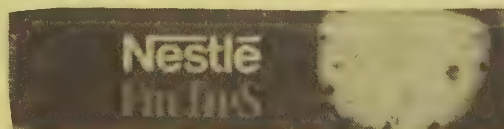
During its still functioning years the Martha Louise Candy Co. made such 5¢ bars as Humty-Dumty, Raisin Lunch, Buddy, Black Gold, Turkish Delight, and Coconut Dream. (Wrappers from the Wartner Collection.)

Russ Budzisz, reporter for the Herald Times Reporter, Manitowoc, Wisconsin, helped uncover the known facts about the Martha Louise Candy Company.



NESTLE'S OF SPAIN

Nestle's of Barcelona, Spain, manufactures many bars of other countries under agreement such as Kit Kat, Smarties, Polo, and Lion bars from England, and the very good Nuts bar from Germany. Regular Nestle bars in many forms are produced as well as FruTips, a bar containing pineapple as a product. The Barcelona office puts out a brochure that is very well done and in full color.



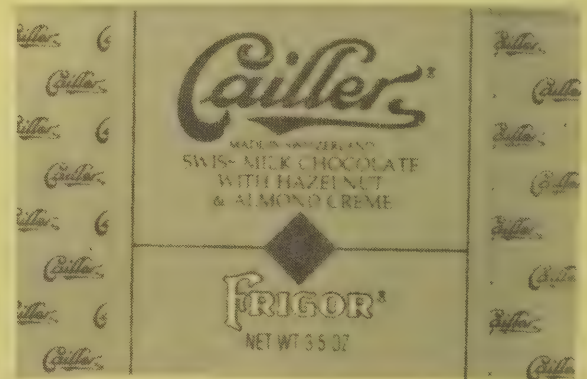
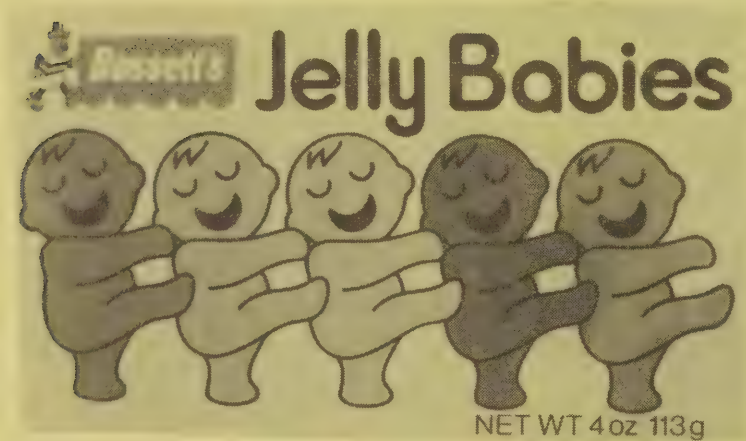
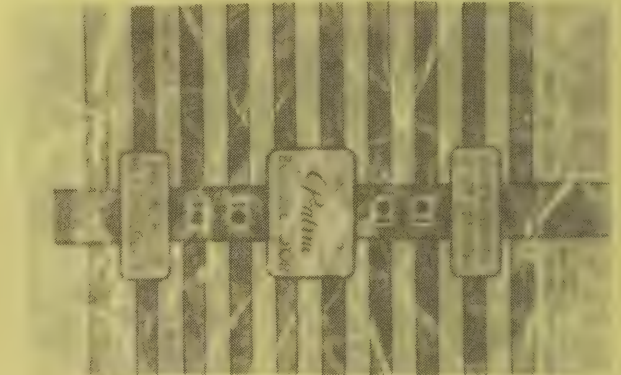
BARS, BARS, BARS, BARS

M&M/Mars came out with its new M&M's Almond Chocolate Candies during late summer. Also, the M&M's Peanut Butter Chocolate Candies arrived.

Made in France and imported by Morris National is the very good Rocher Praline, a praline-filled milk chocolate.

Made in Switzerland for sale by The Chocolate Connection, Nestlé, Purchase, NY, are several varieties of very good Cailler bars - Frigor, Swiss Milk Chocolate with Nute Creme & Toffee Chips, and Swiss Milk Chocolate with Almonds and Honey.

Wilkinson-Spitz, Yonkers, NY, are distributing in the U.S., Jelly Babies made by Geo. Bassett & Co., Ltd., Sheffield, England. Jelly Babies are the goodies eaten by the Dr. Who played by Tom Baker on the British TV program by the same name.



Heritage Wafers, Ripon, WI, has out a number of good products - sugar free Golden Batch Vanilla Wafers as an example. The same company also makes the delicious Zebar (almond creme wafers with white confectionery coating with chocolate zebra stripes).

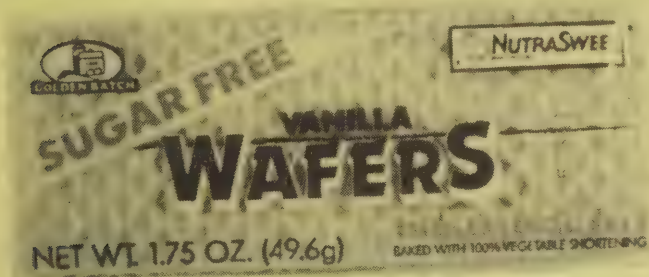
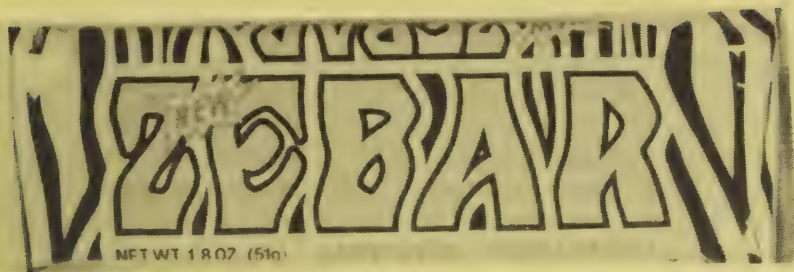
Lacasa U.S.A., markets a limited range of the overall production line of Lacasa S.A., an established producer of chocolate confectionery products in Spain. Some of very good products handled are Valencie (chocolate covered hazelnuts), Seville (chocolate covered almonds), Lacasitos (candy coated milk chocolate candies) in tube form and packet form, and Chocola (Milk chocolate, crunchy toffee, almonds, and nougat).

Cella's (Tootsie Roll, Chicago) has come out with a companion piece to its chocolate covered cherry with its new Peanut Butter Candy.

Pennsylvania Dutch Candies, Mt. Holly Springs, PA, is now importing three pocket size packs of candy drops from Cavendish & Harvey of England. These candies are made in Germany and come in three flavors. Also carried are

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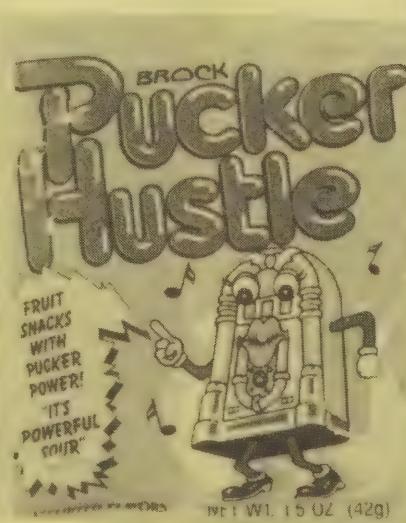
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Cavendish & Harvey Fruit tins in 9 different flavors. These are quite good and are made in England.

Brock Candy Co., Chattanooga, TN, has available in packets, Olde World Gummy Bears, Pucker Hustle, and Fruit Dinosaurs. These are tasty snacks.

Distributed by Warner-Lambert Co., Morris Plains, NJ, are Flintstones Bed Rock Candies, Flintstones Gummi Candies, The Jetsons Cosmic Candies, and The Jetsons Gummi Candies. These are good snacks. (continued next page)



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Quite good truffles are being made by Sweet Inspirations Chocolates, Nantucket, MA. The specialty is the Cranberry Cheese Truffle. To Gazebo's knowledge this is only the second confectionery product to make use of the cranberry, the other being the unsuccessful candy bars of the late 1950s, the Crandy bar, put out by the Merrill Candy Co., Merrill, WI. That bar had three whole cranberries in a creamy center covered with chocolate, whereas the Cranberry Cheese Truffle has bits of candied cranberries in it. (Of course, the cranberries in the Crandy Bar were candied, too.)

Glenn Candies, Buffalo, NY, has out some quite good taffy products under such names as Peanut Blossom Kisses, A&W Root Beer/Cream Soda, and Aunt Rosie's Peanut Butter & Jelly. The company also puts out a number of wax gum candies such as Gumby and Nil-L-Nip fruit drinks.

More and more gourmet stores in the East are carrying British Cadbury's candy bars such as the very good Flake aerated chocolate bar.



Anglophile Ray Sagedy, Ipswich, MA, brought to my attention before the publication of this issue that the Jelly Babies imported by Wilkinson-Spitz aren't the same as the Jelly Babies sold in England. Both Rays agree that the British version is much superior to the American version, and we think Tom Baker as Dr. Who would be sadly disappointed at the American version.

Baby Bars, put out by Miramar Int. Corp., San Antonio, TX, now has out a 6-count box of its milk chocolate with almonds candy bar birth announcement, in either the "It's a Girl" or "It's a Boy" pack.

Beacon Sweets, Inc., Mooresville, NC, has out the very good Momints (chocolate covered mint cream), K'Nuts (milk chocolate covered peanut butter center), and Cherry Time (chocolate covered cherries in a liquid center). These excellent products come in various assortments of the individually wrapped pieces.

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Carrying a "Made in Thailand" label, Topps, Duryea, PA, has out its Superstar Stand-Ups, which are plastic stand-up containers with baseball player imprints and filled with candy. The candy is only passable.

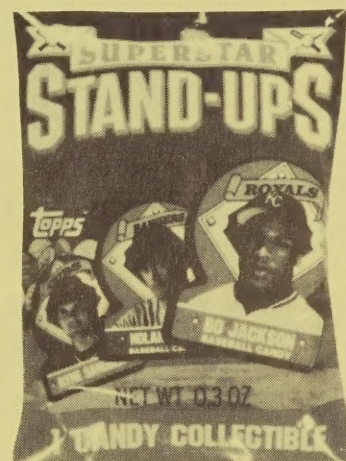
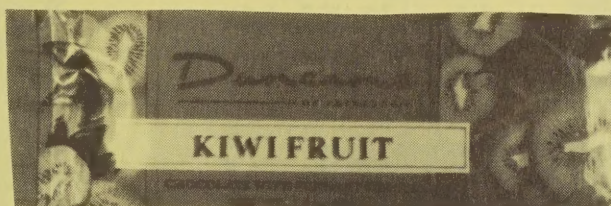
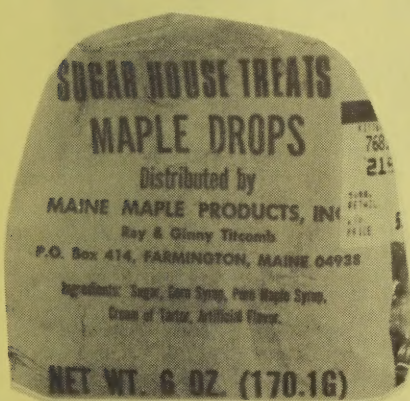
Available from Scotland in gourmet stores are such items as Duncans of Edinburgh, Scotland. The Duncans Kiwifruit is one such bar, a chocolate bar with a kiwi fruit flavored fondant center.

Ray Sagedy of Ipswich, MA, provided a bag of Sugar House Treats, Maple Drops, made by Main Maple Products, Inc., Farmington, ME. The drops had a nice maple flavor that lingered after the fact.

Topographic Chocolate, Aurora, CO, has come out with another winner, a map of the world, made from Guittard Chocolate. The company is now casting the corporate identities of Fortune 500 companies and major retail chains desiring their images customized in Topo-Chocolate form and packaging.

Pennsylvania Dutch Candies, Mt. Holly Springs, PA, is now handling the Snap and Crackle Bar, manufactured by Swizzles Matlow's of England. This is the latest addition to the Pennsylvania Dutch Candies line of imported candies.

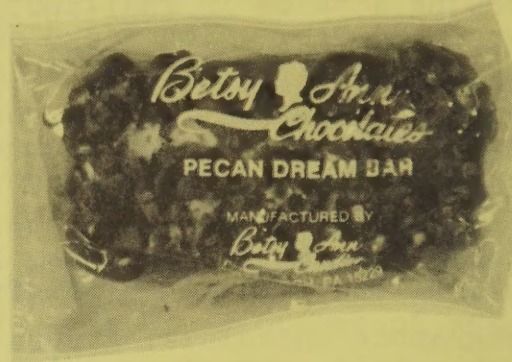
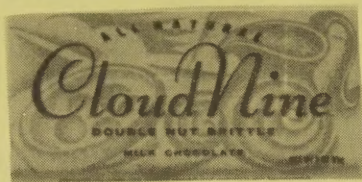
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Cloud Nine Pure Chocolate, Hoboken, NJ, has five new flavored chocolate bars out - Whole Sundried Cherry, Double Nut Brittle, Malted Milk Crunch, Espresso Bean Crunch, and Pure Vanilla Dark.

Betsy Ann Chocolates, Pittsburgh, PA, has out several new bars, among them being the very good Caramel Nut Bar, Pecan Dream Bar, Raspberry Meltaway Bar, and Peanut Butter Delight Bar.



CLOUD NINE

Cloud Nine Pure Chocolate, Hoboken, NJ, has introduced several new flavors and several new features for gourmet style chocolate bars. One new feature is a copyrighted flat-bar break pattern which parts neatly into 16 even-sized triangles that can be snapped off.

Cloud Nine produces its bar wrappers from recycled papers, and with the aid of Cultural Survival contributes 10% of profits to ecologically-sustainable, income-generating projects that help improve the economic conditions of local inhabitants in tropical rainforests where cocoa beans are grown. Cloud Nine also donates 1% of its profits to "1% For Peace."

John Taylor, president of Cloud Nine, almost pulled the name Cloud Nine out of thin air. "It waa a lucky brainstorm," he explained. "Cloud Nine brings along a feeling which we want our products to convey."

When bars are manufactured in the company's location in Shrewsbury, MA, excess heat put out by the chocolate production equipment is funnelled into the warehousing area to heat the facility during cold New England winter months.

Cloud Nine has targeted metro New York as its major entry market, with additional selected distribution along the east coast (VT-FL), out to the central states (eg. IL, OH, MI) plus Hawaii.



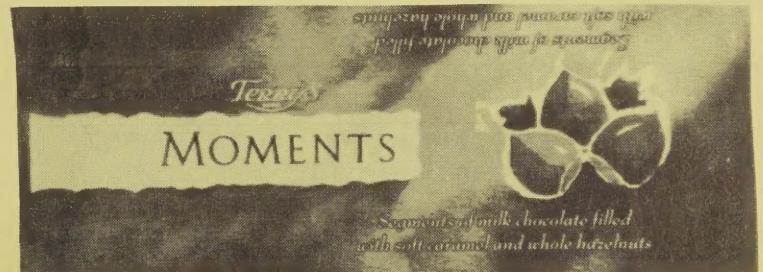
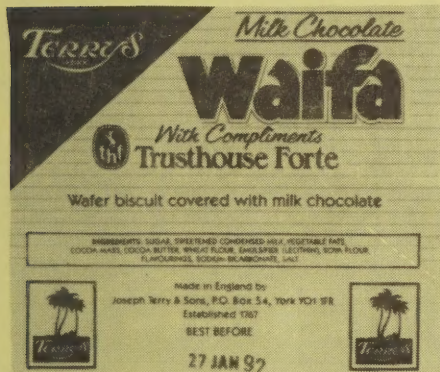
NEWS TADBITS

Teresa Finer's column on gum will appear again in the next issue of Gazebo. And appearing for the first time in the next issue will be a candy column by Don Jones, who had many fine years in the candy bar business in Chicago.

Forbes magazine, September 30, 1991, had an article by Amy Feldman, "Arrogance goeth before a fall," which was about the takeover of E.J.Brach of Chicago by Jacobs Suchard A.G. a few years back. According to the article the takeover developed into a real mess.

FROM FOREIGN CORRESPONDENTS

Terry Clay, Bournemouth, England, again visited Cadbury World and found it to be fascinating - going around the old village with its original shops, the factory trail, the museum, and the alternative museum which houses memorabilia, old machinery, photos, etc. Terry also sent along a clipping from a British newspaper concerning the London Underground's (subway) vending machines. Of 69 machines at 20 London Underground stations, 73% did not release the chocolate and, adding insult to injury, a third also swallowed the money. London Underground is launching an experiment involving new state-of-the-art electronic chocolate vending machines to hopefully cure the problem. Terry sent along numerous new wrappers some of them being - Lindt Miella (milk chocolate with honey nougat), Cadbury's Spira, Leaf Lo (made in Finland for Leaf U.K.). That bar, by the way, has a sensible message on the wrapper that says, "Can help in slimming or weight control only as a part of a calorie controlled diet." Clay also sent along two Terry's bar wrappers, Waif (wafer biscuit chocolate-covered) and Moments (milk chocolate, soft caramel, whole hazelnuts.)



Wildinson-Spitz Ltd., U.S.A., has discontinued sale of Bassett's "Original English Jelly Babies." The product market in the United Kingdom was a very different product than what Wilkinon-Spitz sold in the U.S. Ingredients had to be switched because the U.S. Food & Drug Administration did not accept some of the colors and ingredients of the British product, hence the change to the gummi product which was distributed in the U.S. (Many Dr. Who fans weren't too pleased with the ersatz product.)

One of the major warehouse wholesale companies in the U.S., Costco, reported the best selling candy bars in their warehouses were Snickers, 3 Musketeers, Milky Way, Butterfinger, Tootsie Roll, M&M's, Kudo's, Hershey Snacks, and Baby Ruth.

The Boston Globe, 10/21/91, sports section - reported about Kent Hrbek, Minnesota Twins World's Champs -- "And who but Kent Hrbek would be seen riding an exercise bike while eating a Snickers bar?"

WHITMAN'S, 1842-1992 - 150th ANNIVERSARY

Stephen F. Whitman opened a confectionery and fruit shop in Philadelphia back in 1842. He set up the shop to challenge the imported products coming in from England and the Continent. And when the America's Centennial Exposition was held in Philadelphia in 1876, Whitman had a personal pass to the fair that he used to gather new ideas for manufacturing and marketing the chocolates he was producing.

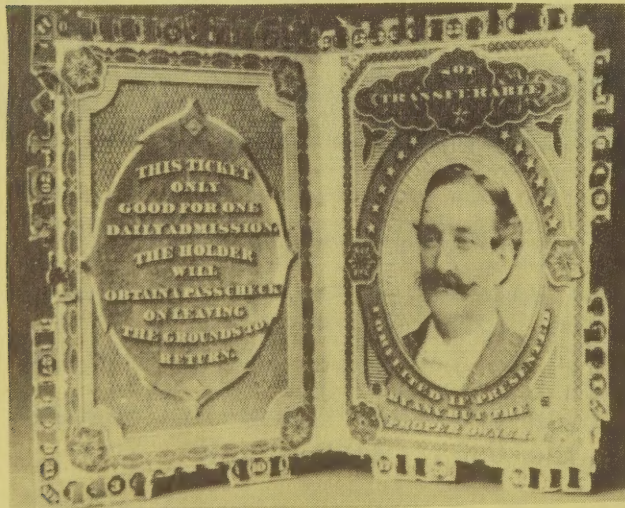
Over the years the Whitman firm was responsible for many firsts. Starting in 1907 its boxed candies were the first to be nationally distributed. In the same year national advertising came out also. The Saturday Evening Post ran an advertising campaign for Whitman's that lasted for many, many years. In the 1940s and 1950s popular personalities of the day such as Bob Hope, Bing Crosby, Danny Kaye, and Ann Blythe were featured. Full page ads were run in other popular magazines of the times such as Life.

The in-the-lid diagram to locate and identify each piece of candy in the box was a Whitman's original. And Whitman's originated the refrigerated display case in cooperation with General Electric. Production began in 1946.

Whitman's was the first company in its field to use cellophane for packaging. And the famous Whitman Sampler box first appeared in 1912. It was the creation of Whitman's Chocolates third president, Walter B. Sharp. In his home he had an old embroidered sampler worked on by his grandmother. He thought the cross stitched designs of flowers, trees, birds, other animals, and the little red house would serve as a delightful candy box scene on a linen-like background. Mr. Sharp was also responsible for the development of the Messenger Boy trademark that's become a symbol that means Whitman's.

It wasn't until 1981 that the serious manufacturing of candy bars began. Such bars as Capers, Mint Cloud, and Chocolate Covered Peanut Butter Bar made their appearance. Four All Natural bars appeared with the Sample motif on the wrappers.

Whitman's customers are mass merchandisers, supermarkets, and drug store chains nationwide.



(Left)
1876
Fair
pass

(Right)
Whitman
ad with
Bob Hope,
Life,
1950.

